

WALK A MILE IN THEIR SHOES: THE ART & SCIENCE OF OBSERVATION STUDIES

Jodi Williams & Stefana Scinta
CallisonRTKL

*As presented at IFMA World
Workplace, October 2015 and
Neocon East, November 2015*

CALLISONRTKL
A DESIGN CONSULTANCY OF ARCADIS

OUR TEAM

JODI WILLIAMS



SENIOR WORKPLACE STRATEGIST

STEFANA SCINTA



WORKPLACE STRATEGIST

CONTENTS

Why Utilization Analysis

Types of Studies

- Human Observation
- Remote Data Collection
- Electronic Data Collection

Study Comparison

Pro Tips



IMPORTANCE OF SPACE UTILIZATION STUDIES

WHAT SETS THEM APART?

- Understand what you have
 - Test assumptions
 - Provide baseline measurements
 - Compare to benchmarks
- Measure levels of success
- Manage change

COMPARING SPACE UTILIZATION STUDIES

Not all utilization studies are created equal.

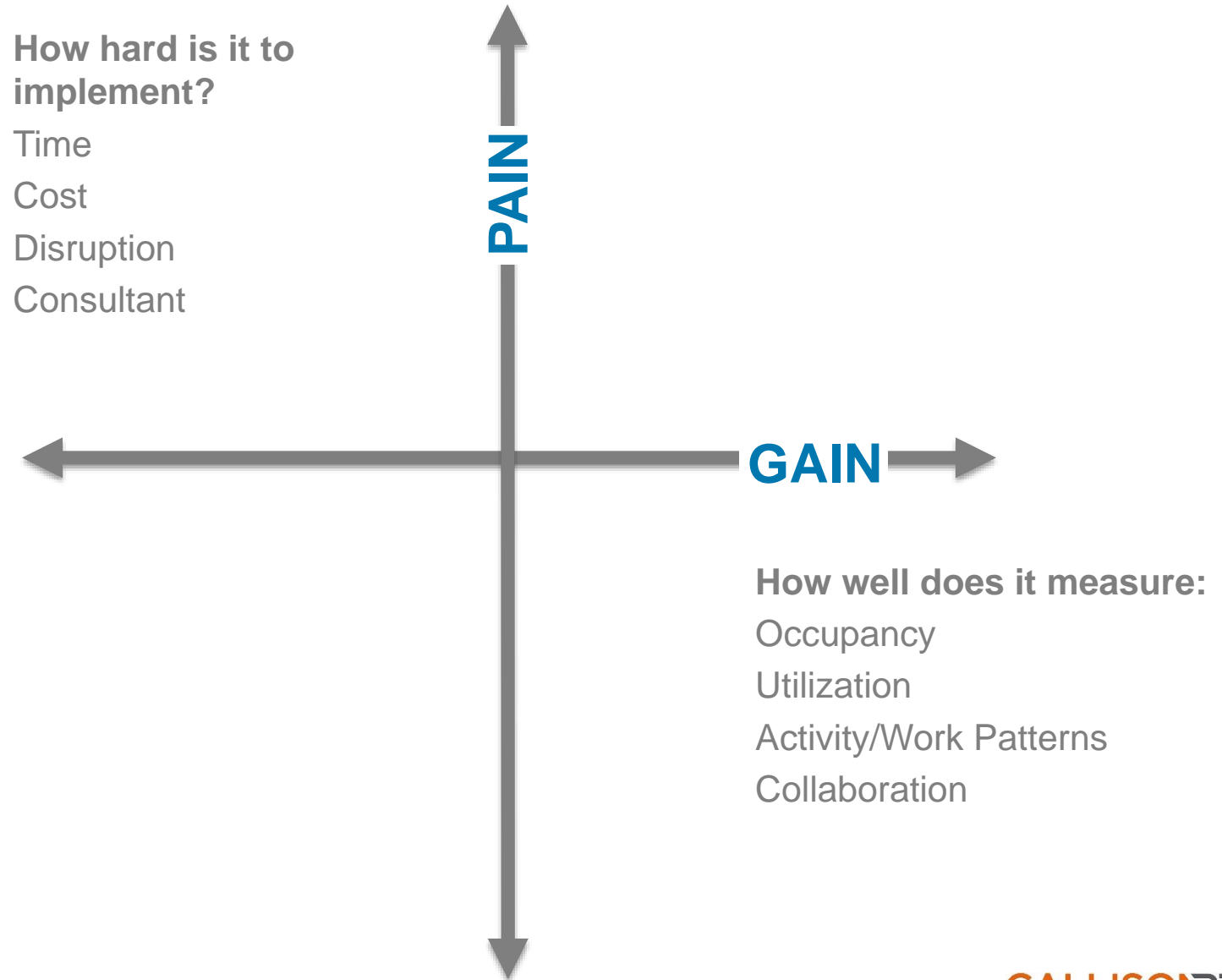
Types of studies:

- Human Observation
- Remote Data Collection
- Electronic Sensor Data Collection

Questions we will answer:

- What is it?
- How do you do it?
- What do you learn?
- What does it cost?
- Who should do this and when?

COMPARING SPACE UTILIZATION STUDIES

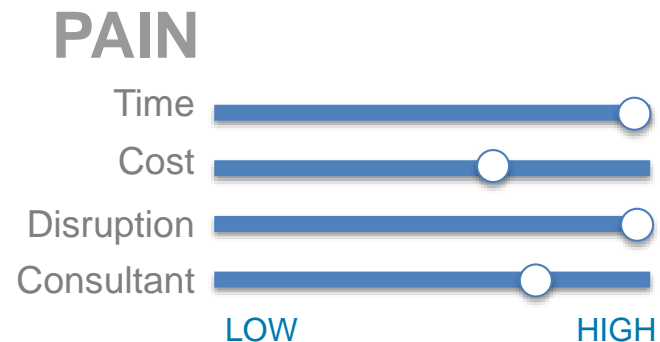
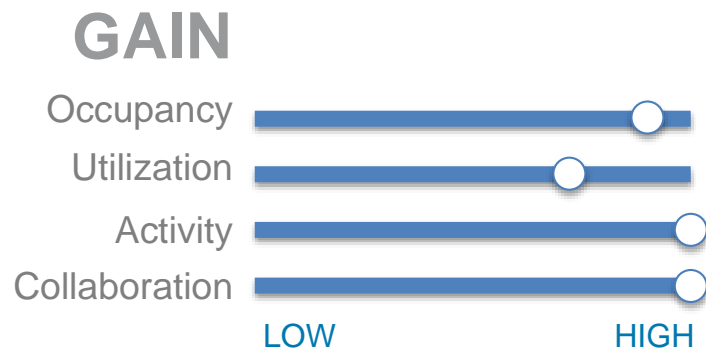


HUMAN OBSERVATION

HUMAN OBSERVATION

TIME-UTILIZATION WALK THROUGH / BED CHECK

- In-person observation at regular intervals
- Typically done by consultant or consultant/in-house combination
- Somewhat time consuming setup
- Measures wide variety of data points
- Highly invasive – communication plan is critical



HUMAN OBSERVATION

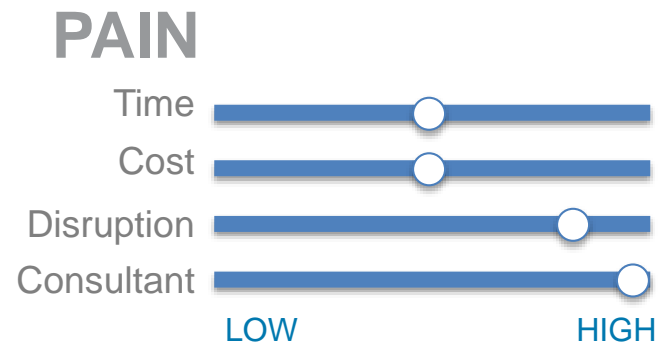
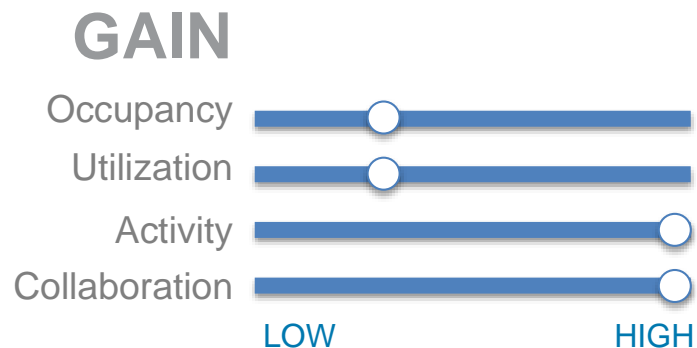
TIME-UTILIZATION WALK THROUGH / BED CHECK – SAMPLE FINDING

	Interview, Focus Group, Vision Session	Survey	Observation
TIME IN OFFICE	“We are in the office every day”	81% on site occupancy	66% on site occupancy
TIME AT DESK	“We spend all of our time at our desks”	74% desk occupancy	44% desk occupancy
TIME ON PHONE	“We are always on the phone”	N/A	9% of time on phone in individual workspace

HUMAN OBSERVATION

ETHNOGRAPHIC / ANTHROPOLOGICAL STUDY

- In-person observation of individuals or groups
- Moderately invasive – communication is critical
- Various methodologies
- Qualitative output – uncovering how people use their work environment
- Must be done by consultant

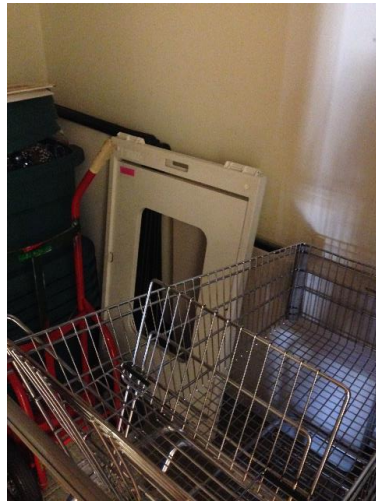


HUMAN OBSERVATION

ETHNOGRAPHIC / ANTHROPOLOGICAL STUDY

EXISTING CONDITION

- Absence of break or meal space
- Pantry located adjacent to offices
- Lack of alternative collaboration spaces
- Inadequate existing technological support in meeting spaces



BEST PRACTICE

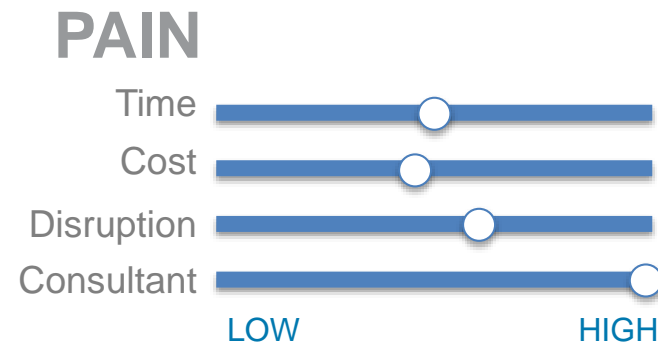
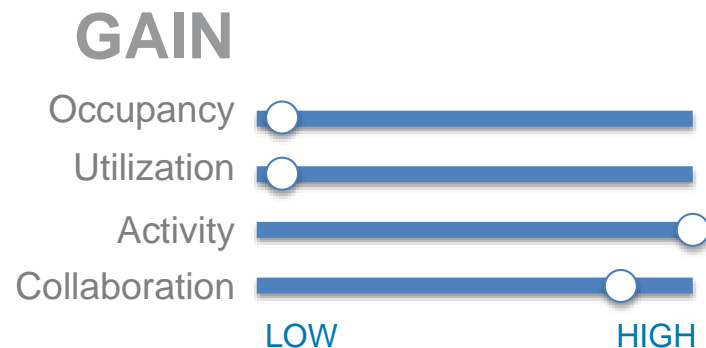
- Soft seating for casual collaboration
- Flexible and reconfigurable furniture
- Technological support in social spaces
- Vibrant colors and easy-care finishes
- Acoustic zoning to minimize workspace disruption



HUMAN OBSERVATION

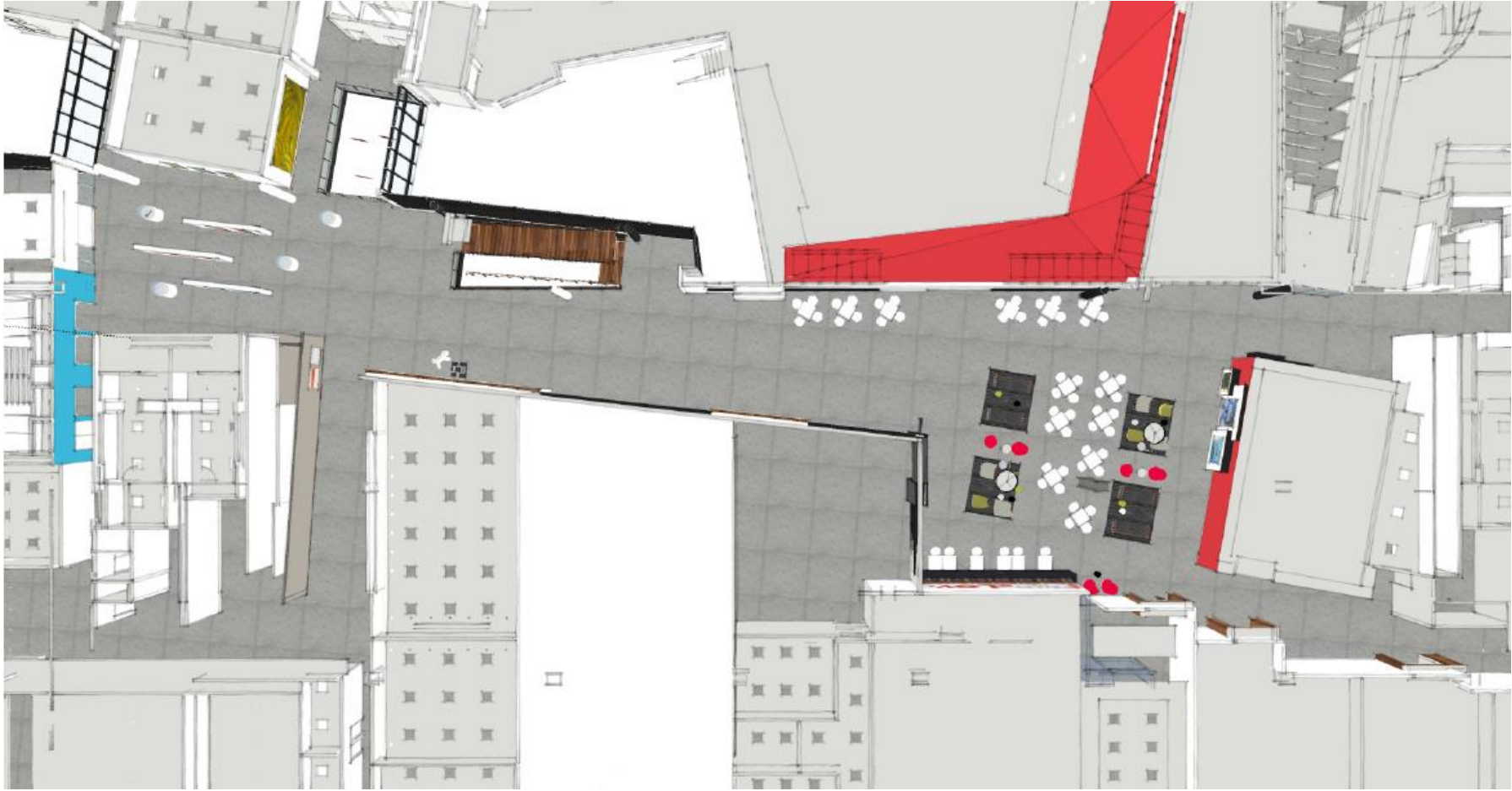
JOB SHADOWING

- In-person observation of individual job types
- Various methodologies
- Typically done by consultant
- Moderately invasive – basic communication plan
- In-depth qualitative findings



HUMAN OBSERVATION

JOB SHADOWING – SAMPLE FINDING



REMOTE DATA COLLECTION



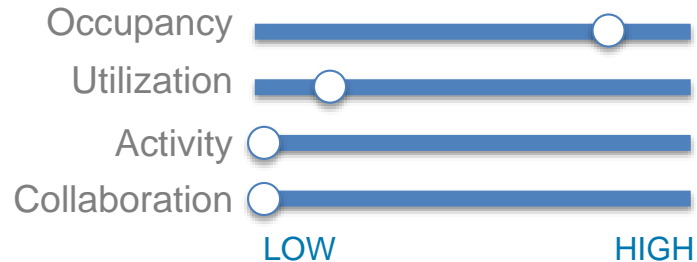
PURSU^E IDEAS THE BIGGER THE CHALLENGE THE BETTER THE PERFORMANCE
NOT ONLY ACT, DREAM, BUT ONLY DREAM, BELIEVE
GOOD DESIGN IS GOOD BUSINESS
DESIGN CHANGES EVERYTHING
THINK GLOBALLY A BETTER DESIGN SOUL
THE CURE FOR BOREDOM IS CURIOSITY
WE SHAPE OUR BUILDINGS; THEREAFTER
NEVER UNDERESTIMATE WHAT'S POSSIBLE ALWAYS LOOK FOR OPPORTUNITY
CELEBRATE DIVERSITY EMBRACE
FOSTER COMMUNITY DESIGN FOR SUSTAINABILITY

REMOTE DATA COLLECTION

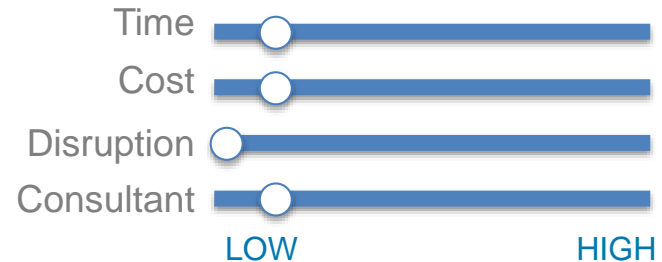
IT LOGIN STUDY

- One-time data extraction
- Non-invasive
- Requires IT and HR assistance
- Can be done in-house

GAIN



PAIN

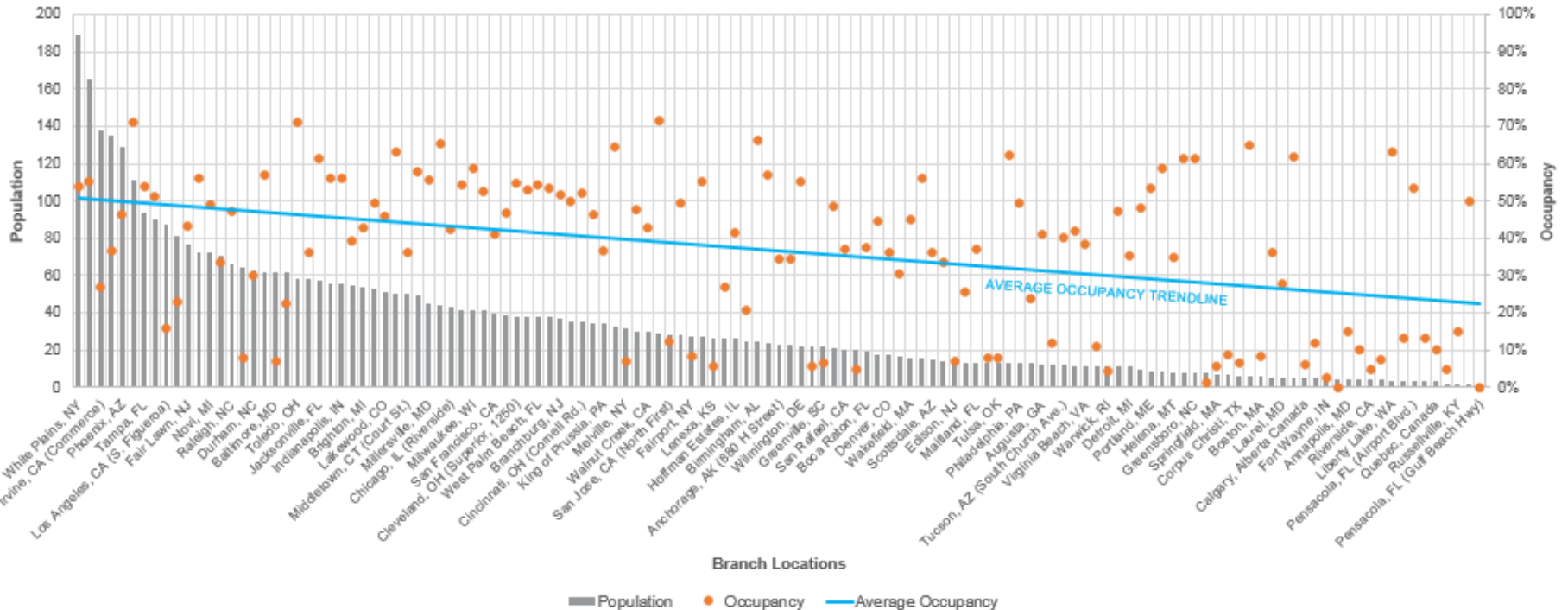


REMOTE DATA COLLECTION

IT LOGIN STUDY – SAMPLE FINDING

- Two week, 2x per day data sample
- Identified occupancy rates for 131 offices
- On average, smaller offices had lower occupancy levels
- Custom-built programming tool was refined to reflect this

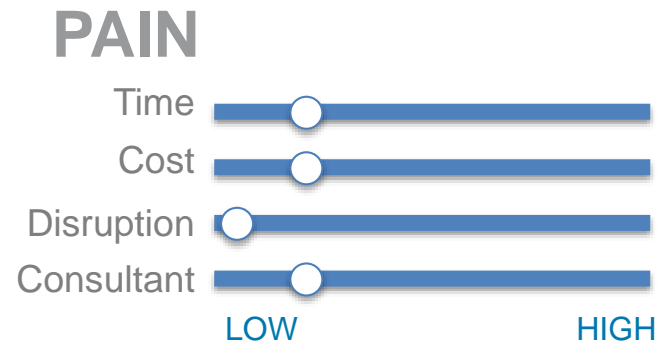
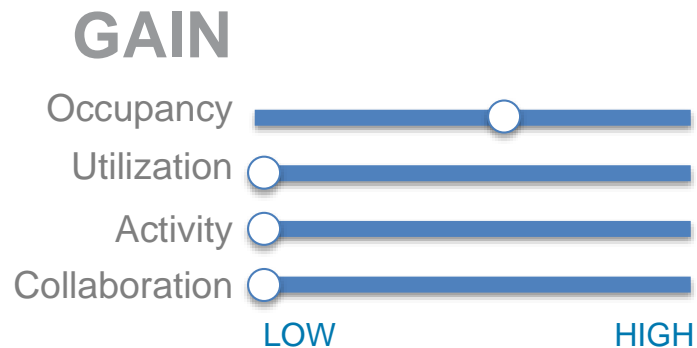
AVERAGE OCCUPANCY BY OFFICE SIZE (APR)



REMOTE DATA COLLECTION

BADGE SWIPE

- One-time data extraction
- Non-invasive
- Requires Security and HR assistance, sometimes IT
- Can be done in-house

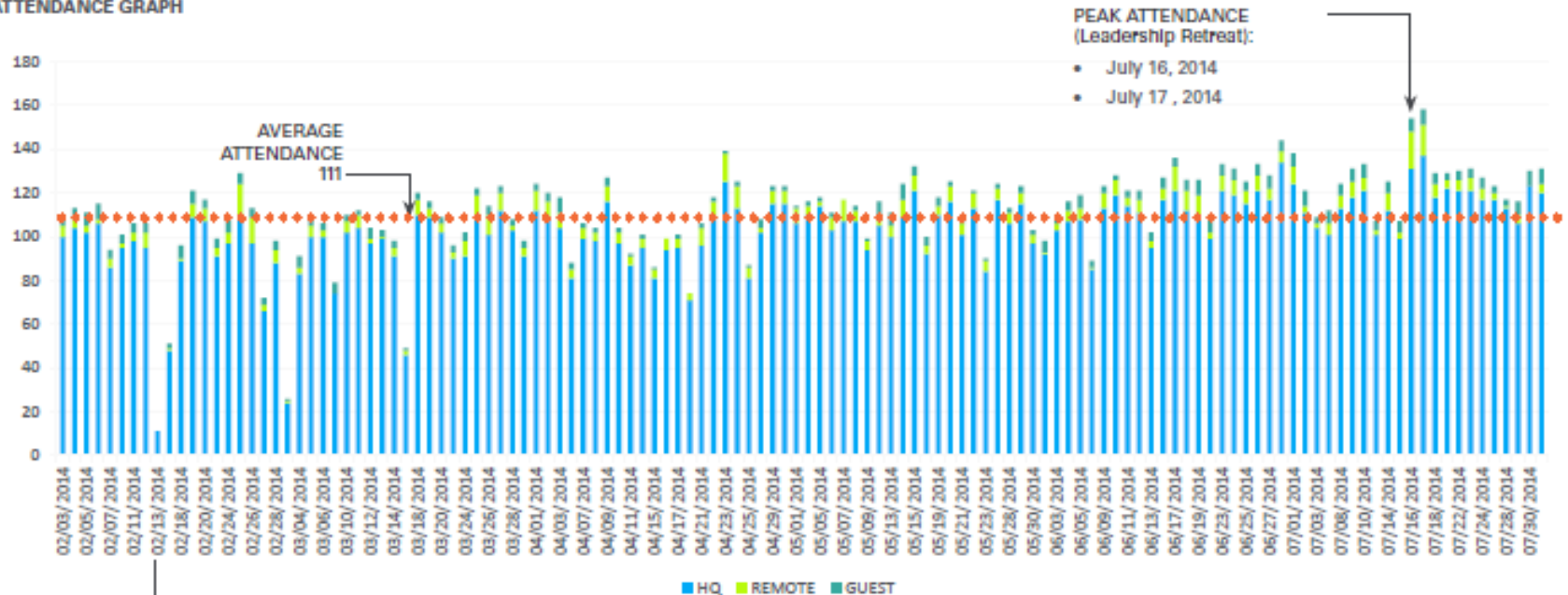


REMOTE DATA COLLECTION

BADGE SWIPE – SAMPLE FINDING

- 6 month data sample
- Little variance across the week
- Highs and lows were tied to major events
- 55% of employees came to the office on average (80% self-reported)
- Very few remote workers visiting the office on a daily basis, even on peak days

ATTENDANCE GRAPH



LOWEST ATTENDANCE (snow):

- February 13, 2014
- March 3, 2014
- March 17, 2014

PEAK ATTENDANCE
(Leadership Retreat):

- July 16, 2014
- July 17, 2014

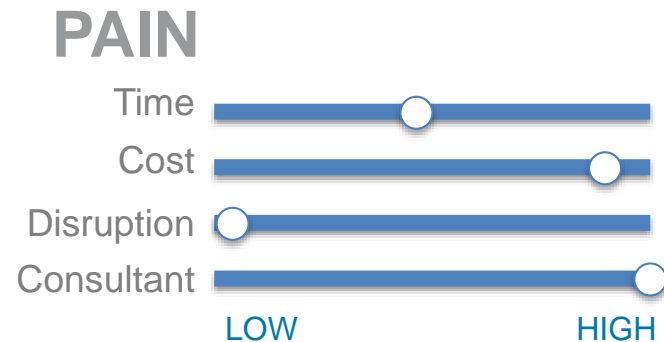
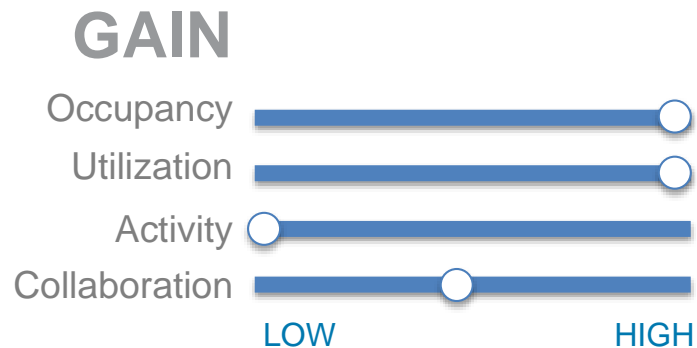


ELECTRONIC DATA COLLECTION

ELECTRONIC DATA COLLECTION

SENSOR SYSTEMS

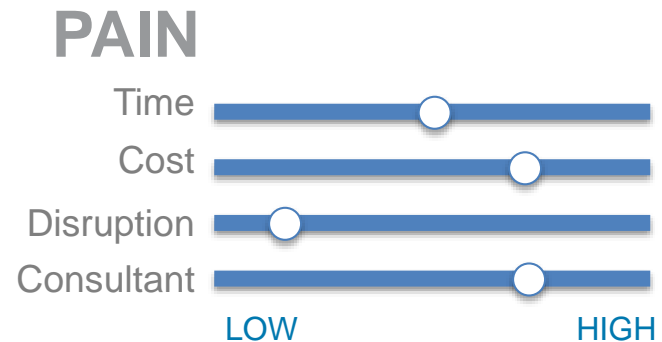
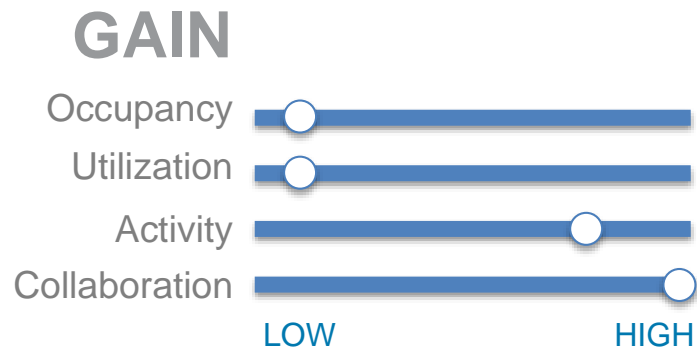
- Rented or purchased system
- Various vendors available
- Measures lots of data points
- Typically done by consultant or consultant/in-house combination



ELECTRONIC DATA COLLECTION

VIDEO / PHOTOGRAPHIC STUDY

- Requires equipment and professionals
- Low to moderate level of invasion
- Best for qualitative findings
- Typically done by consultant



ELECTRONIC DATA COLLECTION

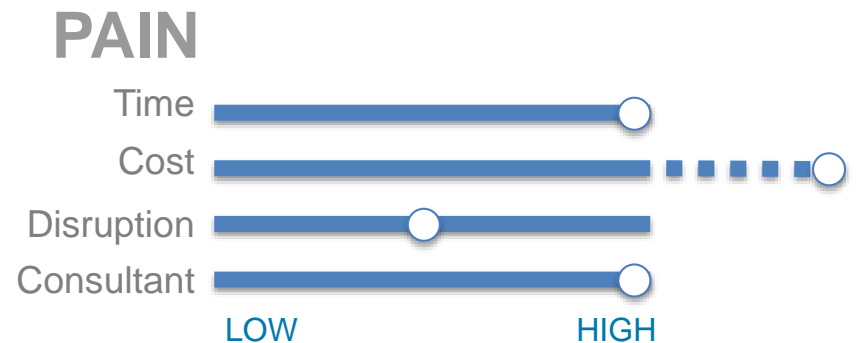
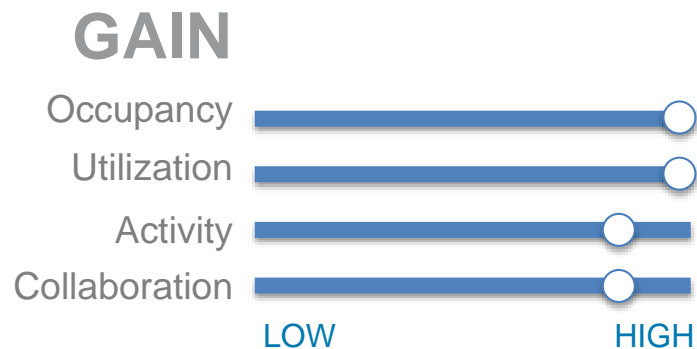
VIDEO / PHOTOGRAPHIC STUDY



ELECTRONIC DATA COLLECTION

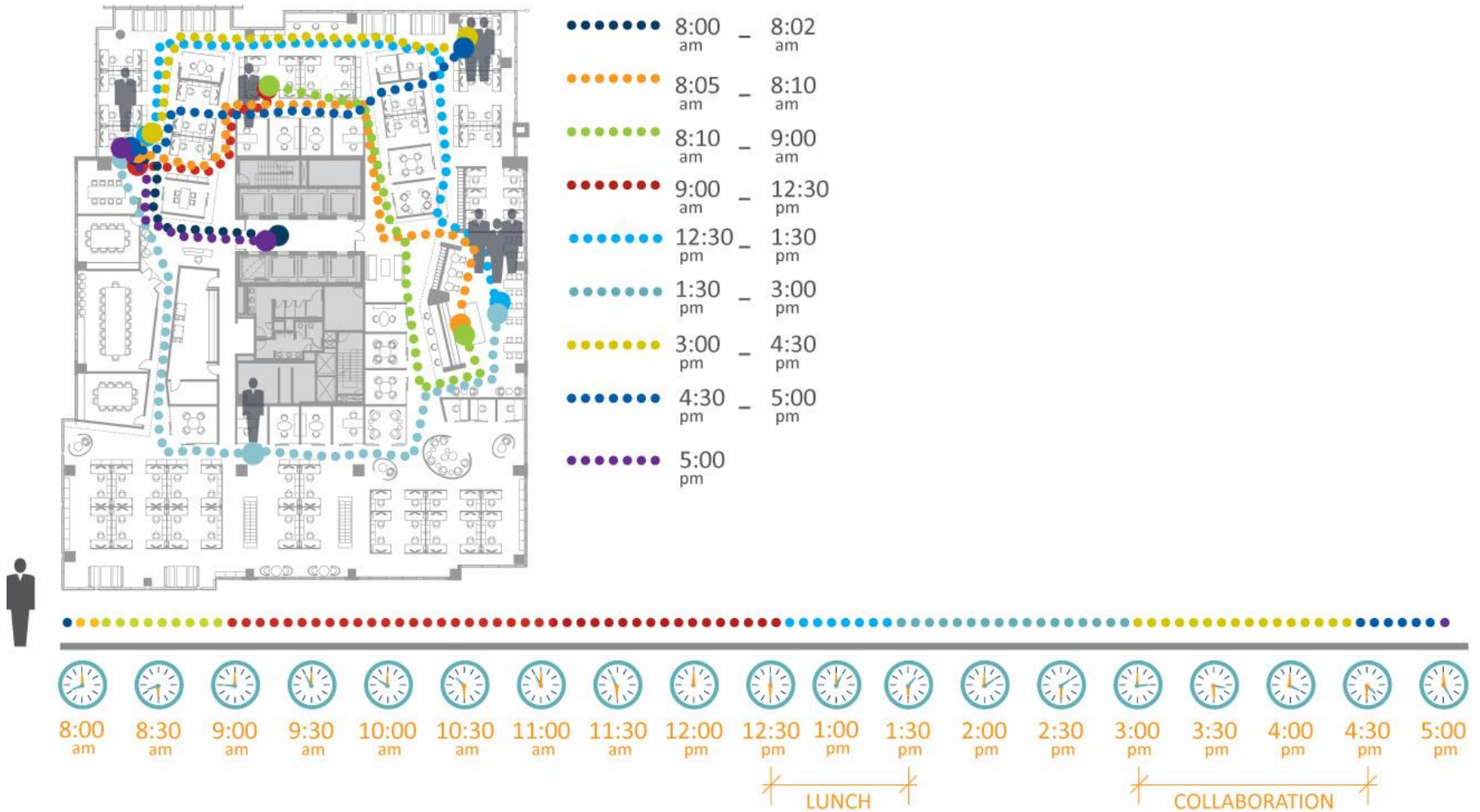
WEARABLE SENSOR LOCATION STUDY

- Requires equipment and professionals
- Extensive data collection
- Typically done by consultant
- Big data...
- ...or big brother



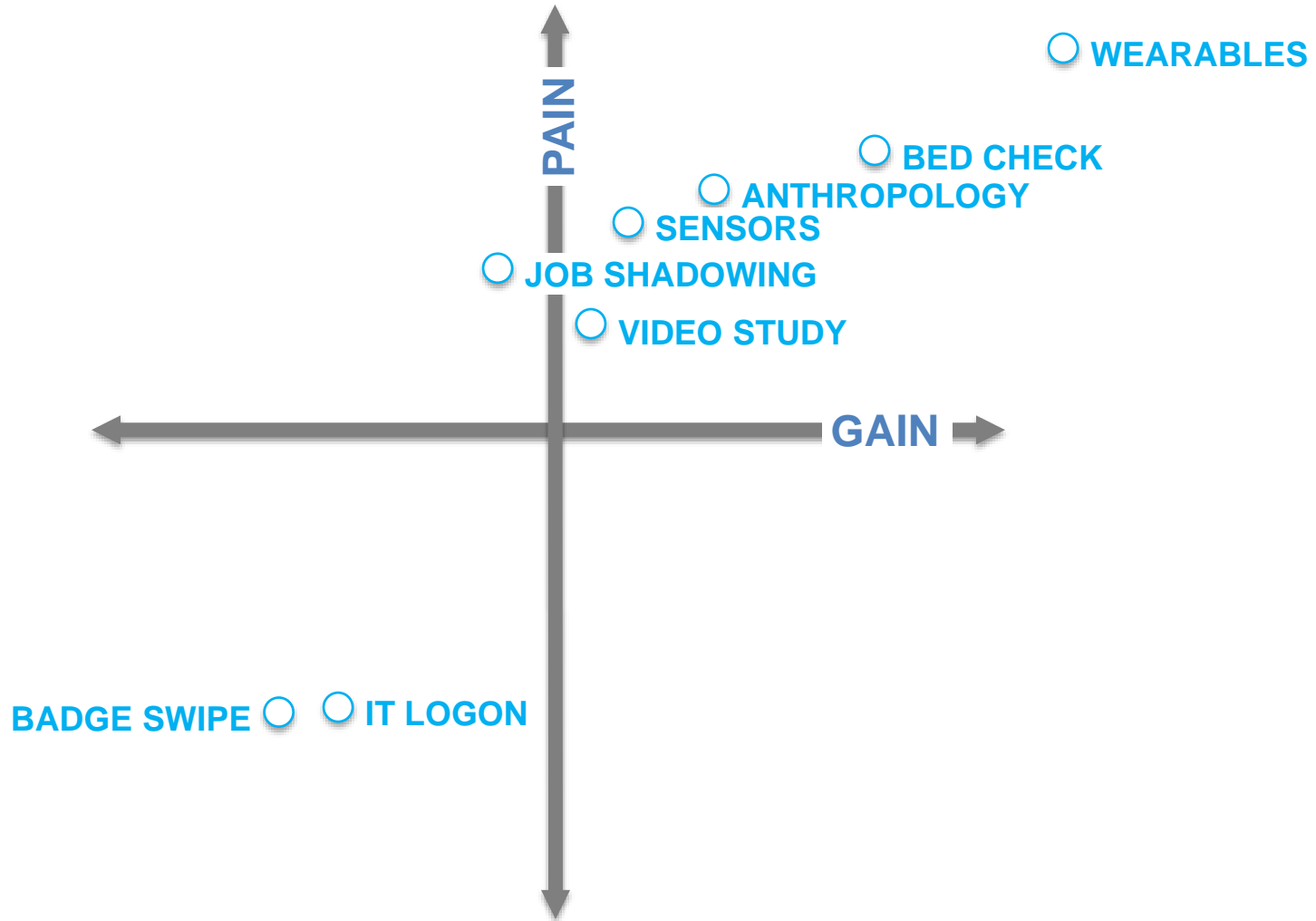
ELECTRONIC DATA COLLECTION

WEARABLE SENSOR LOCATION STUDY – SAMPLE FINDING



PAIN TO GAIN MATRIX™

MAPPING THE VALUE OF UTILIZATION STUDIES



PRO TIPS



PRO TIPS

- Know what you want to get out of a study
- Understand your baseline
- Communicate!
- Plan around real life
- Use multiple data points for decision-making
- Wear comfortable shoes

QUESTIONS?

JODI WILLIAMS

202.912-8159

jodi.williams@callisonrtkl.com

STEFANA SCINTA

202.912.9310

stefana.scinta@callisonrtkl.com